

PROMOTE SAFE DRIVING FOR A CHANCE TO **WIN CASH** FOR YOUR SCHOOL.



STUDENT LEADERS

Help students be safe drivers and enter your school for a chance to win a cash reward by creating an awesome safe driving event on campus!

ENTER THE DISTRACTION ZONE SCHOOL CHALLENGE

Caltrans and Impact Teen Drivers are working with student leaders to develop safe driving programs across California. Up to 10 California schools will be selected to host a Lead the Leaders Workshop and create an interactive on-campus traffic safety event. The 10 schools selected for these activities will be in the running for a cash prize award.

HERE'S HOW IT WORKS

1. Go to **BeWorkZoneAlert.com** to download and submit an application for your school's proposed event. (Applications for the 2014/15 school year are due by December 1, 2014.)
2. Schools selected to compete in the Distraction Zone School Challenge will work with campaign representatives to schedule both their Lead the Leaders Workshop and on-campus event. Resources will be provided to help you develop your event, including a campaign toolkit and \$100 for materials.
3. The Distraction Zone campaign team will attend your event to help out and to see all the great program elements you include.
4. Immediately following your event, submit an Event Summary Report detailing the outcomes and numbers of students reached to enter the prize contest. (Reports must be submitted by May 8, 2015.)
5. Once your Report is received, your school will receive an additional \$200 for program costs.

JUDGING

A panel of judges will evaluate the on-campus event of participating schools based on a point system (see application for details). The top three highest scoring schools that meet all the criteria will be awarded the **Caltrans Orange Ribbon distinction** and receive **cash awards for their school**.

CASH AWARDS

1ST PLACE: \$2,000 2ND PLACE: \$1,000 3RD PLACE: \$500

Funds for materials and cash prizes are donated by Clear Channel Media + Entertainment.

